

**New Departments**

Are giving a particular charm to Easter shopping here. Values are good, assortments large, and the daily crowds of visitors show their appreciation.

# HEARN

FOURTEENTH STREET Founded 1827 WEST OF FIFTH AVE.

## Easter Is Only 6 Days Away

Our Fashion Sections are now showing every new Easter mode, and special attention is given to the boys' and girls' vacation needs.

Our Rug, Drapery and Housewares Departments offer large assortments for the various decorative and utility requirements of the Easter home.

### WHAT ARE YOUR EASTER BUYING PLANS?

Whatever they are the entire resources of this store are organized to help you in their fulfilment

### Following Specials for Both Monday and Tuesday

**Gift Shop**

Is receiving imported novelties every day from all over the world. You could not find a better place to choose unusual Easter remembrances and wedding gifts, for prices are quite reasonable.

Our Selection of Trousseau Apparel and Wedding Gifts includes everything of beauty and novelty for the Easter Bride.

Our Remarkable Values throughout the store present money - saving opportunities to contribute toward your happy Easter.

**Women's Extra Size****SUITS****29.75**

Values \$37.73 to \$42.73

A group of tricotine and twill cord suits with the long simple lines required for the large figure.

Sizes 42 to 54

**Young Men's Suits**Were \$27.50 to \$32.50 **24.50**

Grey, brown and heather mixtures—single or double breasted models—full and half lined—some with two pairs of trousers—32 to 38.

**Young Men's Blue Serge Suits**

Navy blue serge and unfinished worsted suits in large assortment—new Spring styles, featuring single and double breasted models—sizes 32 to 38. **24.50**  
Other Navy Serge Suits—were \$29.50 and \$32.50.  
Department is now located adjoining new building. Third Floor.

**White Silk  
TROUSSEAU  
LINGERIE**  
for Easter Brides


Matching vests, step-in drawers, envelope chemises and night dresses, in design of set-in rose-pattern Calais lace scallops, and fine tucks.

Vests and Step-in Drawers—were \$2.97. **2.43**  
Envelope Chemises—were \$3.37. **2.73**  
Night Dresses—were \$5.97. **4.73**

**FULL ASSORTMENT**

of separate pieces and sets of white and colored lingerie from simple to elaborate styles and novelty effects **1.95 to 18.95**

**Girls' White  
LINGERIE DRESSES**
**Special 4.91**

Easter frocks of sheer organdie and voile, all daintily trimmed with handsome laces and white ribbon or self sashes. Numerous attractive styles. Sizes 6 to 14 years.

**UNTRIMMED  
HAIR HATS**
**2.95**

Were \$3.50 and \$3.95

New off-the-face and brim shapes, in navy, brown and black.

FLOWER WREATHS—**2.25**  
Special . . . . . Trimmed free if hats and materials are purchased here.

**Spring Values in  
RUGS**

Fringed Royal Wiltons—rich, deep colorings—copies of Persian and other Oriental—**3.97**  
9x12. . . . . **7.45**  
6x9. . . . . **4.50**  
Extra Heavy Velvet Runners—neutral tones of blue, brown, rose—Chinese and Oriental designs—exceptionally fine quality—large variety of styles—27 in. x 9 ft. **12.97**  
27 in. x 12 ft. **15.97**  
Scatter Size Axminsters—large number of colors and patterns—27x54. . . . . **3.97**  
Extra Heavy Velvet Rugs—scatter sizes—many colors and patterns—27x54. . . . . **4.47**  
About 200 6 x 9 ft. Grass Rugs—green, blue and tan grounds—Chinese and novelty patterns—seamless—were \$3.97. . . . . **2.88**  
Carpet Sweepers—well known make—removable brush—japanned—rustproof. . . . . **3.97**

RUG DEPT.—FOURTH FLOOR.

Can Be Reached by an Elevator—  
Most Direct Are Those Nearest Fifth Avenue

**SPECIAL PURCHASE ALSO OF  
1100 Pairs of  
Madras Curtains**

Double borders and detached figured centres in solid cream color or with tinted rosebud designs. Some have slight misweaves.

CREAM COLORED CURTAINS—price if perfect \$2.75. . . . . Pair **1.66**  
COLORED CURTAINS—price if perfect \$3.25. . . . . **1.97**

**Embroidered Chambray  
HOUSEDRESSES**
**3.75**

Were \$4.50

A novel style in housedresses are models with straight line waist and cuffs embroidered in white; skirt and sleeves of solid color in lavender, peach, blue and green. (Pictured left.)

Plaid Gingham Housedresses—pictured right—daintily trimmed with white organdie collar, cuffs and plaitings—sizes 36 to 46—were \$5.94. . . . . **4.45**


**Manufacturer's Close-Out  
Women's Full  
Fashioned Silk Hose**
**1.46**

Value \$2.27

Mercerized tops—black, white, cordovan and grey—lovely quality for Easter gifts.  
MEN'S SILK MIXED HOSE—Full fashioned—fancy ribbed and clocked—were .95. . . . . **.77**

**START OF SEASON SALE**MONDAY **541** TUESDAY**WOMEN'S COATS****18.93**

Reg. Values \$29.73 to \$35.73

Newest styles in the season's best materials and colors. Regular and extra sizes.

**One-Week Special  
Monogrammed  
Stationery and Die**
**1.28**

Value \$2.84

24 sheets and 24 envelopes of white or colored stationery, with hand cut steel monogram die stamped in gold, silver or any color in any one of the illustrated styles, is a very unusual offer at this low price.

Money or Check Must Accompany All Orders

Box Stationery—colored or white—48 sheets and 48 envelopes—were .47. . . . . **.33**

Easter Gifts for Children  
Faber Pencil Sets—6 pieces in red, blue or green box, leatherette case, and a 96 page stiff cover blank book—were .38. . . . . **.24**

Imported Pencil Boxes—with lock and key—pretty decorated with Japanese scenes, birds or flowers—were .62. . . . . **.48**

Leather School Bags—black or tan—with handle, lock and key. . . . . **.97**

**MORNING SPECIALS****On Sale Monday and Tuesday Until 1 P.M.**

To Prevent dealers buying quantities restricted. No Mail or Telephone Order.

**\$1.64 Dress Serges** . . . . . **1.17** **\$2.67 Crochet Spreads** . . . . . **1.84**  
54-inch—all wool—fine twill—Copen, tan, taupe, brown, navy and black.  
DRESS GOODS—MAIN FLOOR.  
**14 ct. Women's Irish Linen Handkerchiefs**. Ea. .11  
1/2 doz. .60  
Good wearing quality.  
HANDKERCHIEFS—MAIN FLOOR.  
**58 ct. Imported Cut Glass Pepper & Salt Shaker** ea. .29  
With glass tops—none sent.  
SILVERWARE—MAIN FLOOR.  
**\$4.97 Men's and Women's Gloria Umbrellas**. . . . . **3.50**  
Novelty handles.  
UMBRELLAS—MAIN FLOOR.  
**38 ct. Novelty Jewelry** . . . . . **.29**  
All color beads—cut beads—pins, bracelets and cuff links.  
JEWELRY—MAIN FLOOR.  
**97 ct. Infants' White Nainsook Slips** . . . . . **.58**  
Yoke and Bishop styles—lace and embroidery trimmed—sizes to 6 years.  
INFANTS' DRESSES—2ND FLOOR.  
**\$1.47 Little Tots' Combinations** . . . . . **.82**  
Of white nainsook—lace and embroidery trimmed—sizes to 6 years.  
INFANTS' DRESSES—2ND FLOOR.  
**\$2.94 Women's Wool Slip-on Sweaters** . . . . . **2.24**  
Combination of colors—stripes weaves—brown, navy, henna, jockey, white, jade and buff.  
SWEATERS—SECOND FLOOR.  
**Women's Fine Cotton Union Suits**  
Low neck—sleeveless—loose or tight knees.  
97c. regular size. . . . . **.67**  
\$1.17 extra size. . . . . **.71**  
KNIT UNDERWEAR—MAIN FLOOR.  
**58 ct. Women's Extra Size Cotton Hose**. . . . . **.39**  
Rib top—black, white and ball-bearing—sizes to 19 1/4.  
HOSIERY—MAIN FLOOR.  
**45 ct. New Curtain Marquisette** . . . . . **.26**  
Jacquard borders—white or cream—36 inches wide.  
CURTAINING—BASEMENT.  
**\$1.27 New Scrim Curtains** . . . . . **.88**  
Assorted styles—with lace edge.  
CURTAINING—BASEMENT.  
**\$7.97 New Art Fibre Rugs** . . . . . **4.94**  
6x9 ft.—waterproof—stencilled border design.  
RUGS—FOURTH FLOOR.  
**\$2.24 Sheets** . . . . . **1.54**  
90x90—Utique or Dwight Anchor brand.  
SHEETS—BASEMENT.  
**\$1.24 Men's Corded Madras Shirts** . . . . . **.96**  
Large assortment of neat patterns—blue, green, helio, etc.—also some fine percales—all sizes.  
MEN'S FURNISHINGS—MAIN FLOOR.  
**\$1.45 Men's McDowell Underwear** . . . . . **1.10**  
Gray—medium weight—all sizes.  
MEN'S UNDERWEAR—MAIN FLOOR.  
**\$4.95 Men's Trousers** . . . . . **3.90**  
All wove—worsted cassimeres and flannels—sizes 28 to 46.  
MEN'S CLOTHING—MAIN FLOOR.  
**\$2.19 & \$2.39 Men's Headlight Overalls or Coats** . . . . . **1.77**  
Blue, blue striped or white—reg. sizes 36 to 42—extra sizes, 44 to 50—20c. additional.  
MEN'S WORK CLOTHES—BASEMENT.  
**95 ct. Men's Spring Caps** . . . . . **.77**  
Tweeds, plain colors or mixtures—lined—all sizes.  
MEN'S HATS—MAIN FLOOR.  
**\$10.95 H. S. Bleached Linen Damask Sets** . . . . . **6.88**  
Cloth 66x66—1/2 doz. napkins to match.  
LINENS—MAIN FLOOR.  
**28 ct. All Linen Towelling** . . . . . **.19**  
Red and blue borders—good wearing quality.  
TOWELLINGS—MAIN FLOOR.  
**42 ct. Novelty White Goods** . . . . . **.27**  
Checks and stripes—suitable for Dresses, Underwear, Children's Wear.  
WHITE GOODS—MAIN FLOOR.  
**Feather Pillows**  
Filled with all new down—excellent quality tickings.  
20x28—were \$1.73. . . . . **.817**  
22x28—were \$2.32. . . . . **.857**  
24x30—were \$3.17. . . . . **.412**  
26x30—were \$3.97. . . . . **.467**  
PILLOWS—BASEMENT.  
**25 ct. Dress Gingham** . . . . . **.15**  
32-inch—mill lengths—stripes, checks and plaids.  
WASH DRESS FABRICS—BASEMENT.  
**24 ct. Pink Nainsook** . . . . . **.16**  
For camisoles, bloomers, etc.  
WASH FABRICS—BASEMENT.  
**47 ct. Mercerized Sateens** . . . . . **.35**  
36-inch—good assortment of colors.  
LININGS—BASEMENT.  
**\$3.95 Growing Girls' Patent Leather Pumps** . . . . . **2.85**  
One-strap—medium round toes, low heels—sizes 2 1/4 to 7—wide widths.  
SHOES—SECOND FLOOR.  
**\$3.50 Girls' Tan Oxfords** . . . . . **2.35**  
Broad toes—rubber heels—sizes 1 1/2 to 2—wide widths—dressed and durable.  
SHOES—SECOND FLOOR.  
**\$4.00 Little Boys' Tan Lace Shoes** . . . . . **2.80**  
Solid leather construction—broad toes, smart dress shoes—sizes 9 1/2 to 13 1/2.  
SHOES—SECOND FLOOR.

**Misses' CREPE PAJAMAS**
**1.28**

Were \$1.97

Dainty Billiebrke pajamas of pink crepe, well made and finished with frog fastenings. Sizes 6 to 18 years.

Misses' Lingerie Princess Slips—with trimming of fancy laces—sizes 6 to 16 years—were \$2.28. . . . . **1.50**  
Children's Cambric Drawers—were .68. . . . . **.44**

**Italian Imports  
Mercerized  
Bed Spreads**
**Special****8.00**

Pink and white, yellow and white, or blue and white.

Silk Bed Spreads—two-tone hand knotted fringe—large sizes—all colors—were \$42.47. . . . . **38.50**  
Others that were \$51.97—**42.50**  
Italian Silk Hose—black and brown—were \$2.45. . . . . **2.00**  
Bed Spreads—large size—floral patterns—angel designs—were \$11.97. . . . . **8.20**  
SILK LACE BED SETS—trimmed with heavy cluny lace—hand embroidered centers—all colors—shams to match—were \$14.97. . . . . **12.50**  
Silk Plush Blankets—large size—various designs—were \$17.47. . . . . **10.00**  
Pure Linen Damask Towels—hand knotted fringe—large sizes—pretty designs—were \$2.40. . . . . **2.17**  
were \$2.70. . . . . **2.34**

ITALIAN IMPORT—THIRD FLOOR